

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Application No. : 09/731,115 Confirmation No. : 9203
Filed : December 6, 2000
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Art Unit : 2424
Examiner : Son P. Huynh

New York, NY 10036
November 20, 2008

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98 applicants hereby make the document listed on the accompanying Form PTO/SB/08A of record in the above-identified patent application. Pursuant to 37 C.F.R. § 1.98(a)(2)(ii) no copy of the "U.S. Patent Document" is provided.

It is respectfully requested that this reference be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08, as considered and initialed by the Examiner, be returned with the next communication.

Pursuant to 37 C.F.R. § 1.97(d), this Supplemental Information Disclosure Statement is being submitted after the

mailing date of a final Office Action, but on or before payment of the issue fee.

Statement under 37 C.F.R. § 1.97(e)(2)

Applicants submit that no item of information contained in this Supplemental Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application or was known to any individual designed in 37 C.F.R. § 1.56(c) more than three months prior to the filing of this Supplemental Information Disclosure Statement. The director is hereby authorized to charge the \$180.00 fee set forth in 37 C.F.R. § 1.17(p) to Deposit Account No. 06-1075.

Respectfully submitted,

/Brian E. Mack/

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